

sub b1
1. (Amended) A method of presenting banner advertising of a web page to a user, comprising the steps of:

providing a server node disposed on a network that interfaces with a user node disposed on the network;

obtaining video resolution settings of the user node by the server node over the network and without user intervention in response to the user accessing the server node; and

transmitting to the user node from the server node a web page which corresponds to the video resolution settings of the user node.

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8. (Amended) An architecture for presenting banner advertising of a web page to a user, comprising:

a server node disposed on a network that interfaces with a user node disposed on said network, said server node having;

5 means for obtaining video resolution settings of said user node over said network and without user intervention in response to the user accessing said server node over said network; and

10 means for transmitting the web page to said user node from said server node, which web page corresponds to the video resolution settings of said user node, the video resolution of the web page set in response to said means for obtaining said video resolution settings of said user node.

REMARKS

Applicants have carefully reviewed the Office Action dated March 12, 2002. Applicants have amended Claims 1 and 8 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

AMENDMENT AND RESPONSE

S/N 09/417,405

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